- FORMALS
- GRADUATION DRESSES
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a breathtaking NEW GROUP in
- White
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at JUST $29.95

Others from... $25.00 to $49.95

$5.00 down—$5.00 monthly

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WHERE . . .

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728 YATES STREET

Newspaper Advertising Stimulates Buying

Shopping with Sally

Real Cool Onions

All sorts of intriguing produce will be cropping up on your market shelves shortly, so keep posted.

From Chile come real cool Spanish onions in for this weekend at about two pounds for 43 cents. Perfect for onion sandwiches (if you like them), they are out of this world for the added touch to a juicy hamburger. They arrive about the same time every year and they sell very well because of their mildness and size.

★ ★ ★

There are a few baskets of those fresh strawberries still availabe at 95 cents a basket.

★ ★ ★

Thanks to our Canadian regulations, asparagus this year is of top quality. Remember when you used to buy half white and half green shoots? According to the rules, only a maximum of 15 per cent of the stalk can be white, so you'll be buying the best at 39 cents a pound.

★ ★ ★

Mentioning locally-grown products is always a pleasure, especialy when they are of as excellent a quality and size as the cucumbers soon to appear on the market. Grown in hothouses, these cukes are a new crop and won't be cheap at first. We'll soon be into the local hothouse tomato deal, too.

★ ★ ★

New spuds have made an appearance from Florida. Red in color and of an even size, these are down in price this week. Soon to arrive will be Shafter Whites grown in an area by that name in California.

★ ★ ★

Bunch beets will become more plentiful as time goes by and are selling at about 19 cents a bunch right now.

★ ★ ★

Cooking onions have been shipped in from New Zealand and are currently selling for about two pounds for 39 cents.

★ ★ ★

The Okanagan apple deal is rapidly closing — particulary Newtowns and Delicious. There are still a quantity of Winesaps but you'll find a big change in the apple displays.

★ ★ ★

Popeye's favorite food, spinach, that doesn't contain iron but does contain lots of vitamins, is picking up popularity. In cello bags, it sells for about 27 to 29 cents and in bluk at 20 cents.

★ ★ ★

Produce coming from Southern California are hundreds of heads of lettuce selling for about 25 cents and tomatoes as low as 23 cents a tube of four good-sized tomatoes.

★ ★ ★

Here's a specialty for your Easter ham—bright, delightfully-flavored yams grown in Turlock, California. Baked, roasted, fried in butter and honey, they're really good. Some say the yam is 100 per cent better tasting than the sweet spud because it's not as dry and more colorful. They sell for about 39 cents for two pounds.

Woman Nearly Itches To Death

"I nearly itched to death for 7½ years. Then I found a new wonder skin creme. Now I'm happy," says D. Ward of L.A. Here's blessed relief from tortures of vaginal itch, rectal itch, chafing, rash and eczema with an amazing new scientific formula called LANACANE. This fast-acting, stainless medicated creme kills harmful bacteria germs while it soothes raw, irritated and inflamed skin tissue. Stops scratching—so speeds healing. Don't suffer another minute. Get LANACANE today at all drug stores.

SAVE ON YOUR FOOD BILL

Be Better Fed Money Around

Phone EV 5-2491

Or Mail Coupon Today

Macdonald-Fairbanks-Morse Food Service, 752 Fort St., Victoria, B.C.

Please send me, without obligation, information on how I can save money on Macdonald-Fairbanks-Morse Food Plan.

NAME.....

ADDRESS.....

PHONE.....

Authors Meet Today

General meeting of the Victoria and Island branch of the Canadian Authors' Association will be held in the YWCA today at 8 p.m.

Guest speaker will be Harry H. Gregson, publisher and editor of The Oak Bay Leader. His topic is "Writing for a Living."

Branch president, Dorothy M. Stranix, will speak on "Ten Things an Editor Looks for in a Novel."

One of the attractive outfits shown at yesterday's style show at the Royal Jubilee Hospital was worn by Mrs. J. A. Burchett, right, who draws admiring glances from Mrs. C. B. Jameson, seated, convener; Mrs. W. A. Trenholm, president of the Junior Auxiliary who sponsored the show, and Mrs. C. R. Powell, co-convener. —(Colonist photo)

PERSONAL MENTION

"Festival of Camping" to be put on by the Girl Guides of Greater Victoria Saturday in the Bay Street Armory will be opened in the absence of the Hon. Earl Westwood, by Mr. H. G. McWilliams. Special guests attending will be Major and Mrs. Percy Scurrah, Mr. and Mrs. A. C. Wurtele, Mr. and Mrs. George Murdock, Mr. and Mrs. George Chatterton, Mr. and Mrs. Jack Horn, Mr. and Mrs. Aubrey Westinghouse, Mrs. W. S. Emmerton, Mrs. F. W. Midgley, Mr. James T. McKevitt, and Mr. and Mrs. S. H. Ferris of the Vic Van Isle Kinsmen Club.

★ ★ ★

Quiet Wedding Celebrated

A quiet wedding was solemnized in Elk Lake Baptist Church last week, when Annie Isabel, daughter of Mr. and Mrs. E. Eduund of Deuchars Drive, Duncan, became the bride of Mr. Donald Ian Hogarth, son of Major R. Hogarth and the late Joanna F. Hogarth of 1330 Hampshire Road.
late Joanna F. Hogarth of 1330 Hampshire Road.

Rev. H. Pike officiated at the evening ceremony.

Mrs. George Bell was brides-matron.

A small family reception followed the service.

★ ★ ★

Victorians in London

Victorians who registered at British Columbia House in London, England, last week were Mr. and Mrs. J. K. Simpson, Mr. R. P. Wilmot and Mrs. F. Grogan.

★ ★ ★

Holiday in Mexico

Mr. and Mrs. Harold Goodwin of Comox and Mr. and Mrs. Jack Smith of Kye Bay, have returned from a six-week holiday in Mexico.
Smith.

★ ★ ★

Guests in Ontario

Mr. and Mrs. John Appleby of Victoria, were recent guests at the Guild of All Arts, Scarborough, Ont.

★ ★ ★

Baptism at St. John's

Canon George Biddle officiated at the baptism of Helen, daughter of Mr. and Mrs. E. W. Westlake of Chambers Street, at a service in St. John's Anglican Church, Sunday afternoon. Mrs. C. Stanley Dunstan and Mr. and Mrs. D. Steed stood proxy for the godparents. Tea was served at the home of Mr. and Mrs. Dunstan at Avon Court, Vancouver Street, following the service. Daffodils and heather in a silver bowl centred the tea table. Presiding was Mrs. Steed.

★ ★ ★

Wigs Set Style

Not since Marie Antoinette's beribboned and bejewelled curls set the style for fashionable Parisiennes have wigs enjoyed popularity that is their's this season.

If the models shown at the Royal Jubilee's fashion show yesterday are any indication, Victoria women will be flocking to the stores at least to try them on.

One was an auburn cluster that fitted nicely over Ricki Nickell's coiffure and the other was a wow in platinum worn, with a cocktail dress by Mrs. J. Cruise.

The affair was sponsored by the Junior Auxiliary to the hospital and fashions were from the T. Eaton Company.

Over 500 women, many sporting attractive spring dresses and suits with floral hats in spite of the intermittently rainy weather, attended the two showings, one in the morning with a brunch party and the other, an afternoon tea.

More than $400 was cleared by conveners.

Models were members of the junior auxiliary and their daughters and included Mrs. J. Cruise, Mrs. G. Brebner, Mrs. H. Ellis, Mrs. J. Burchett, Mrs. W. Stenner, Mrs. D. Cameron, Mrs. P. Widdup, Mrs. R. Nickells, Miss Diane Powell, Miss Pamela Dixon and Miss Moragh Jameson.

Conveners were Mrs. C. Jameson and Mrs. C. Powell.

In charge of the morning brunch party were Mrs. J. Priestman, Mrs. I. Ritchie, Mrs. J. Pennington, Mrs. D. Dann, Mrs. J. Green, Mrs. R. Green, Mrs. H. Newton, Miss E. Wilson, Mrs. R. Dowling, Mrs. K. Grogan, Mrs. E. Chamberlain, Mrs. F. Wasson,

IODE MEETING

Monthly meeting of Sir Matthew Baillie Begbie Chapter, IODE, will be held at the home of Mrs. W. A. Smith, 1438 Begbie Street on Friday at 2.30 p.m.

Greatest Blessing in the Home!

ENJOY THE CONVENIENCE OF HAVING PLENTY OF HOT WATER—AUTOMATICALLY!

There's a tremendous difference between old-fashioned methods of heating water and a modern, automatic storage water heater. What a blessing it is to have all the clean hot water you need without the nuisance of lighting a fire. The water is always just right, too—thermostatically controlled so that it never gets dangerously over-heated. This convenience and safety cost less than you may think. The difference between an automatic storage water heater and what you are now putting up with, can make a lot of difference to life in your home. *See your dealer or plumber.*

ENJOY A HOT WATER SUPPLY THAT IS:

1 CONVENIENT
2 CLEAN
3 SAFE
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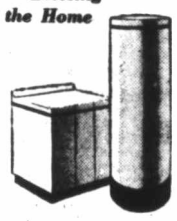
Greatest Blessing in the Home



Plenty of hot water from an automatic storage water heater

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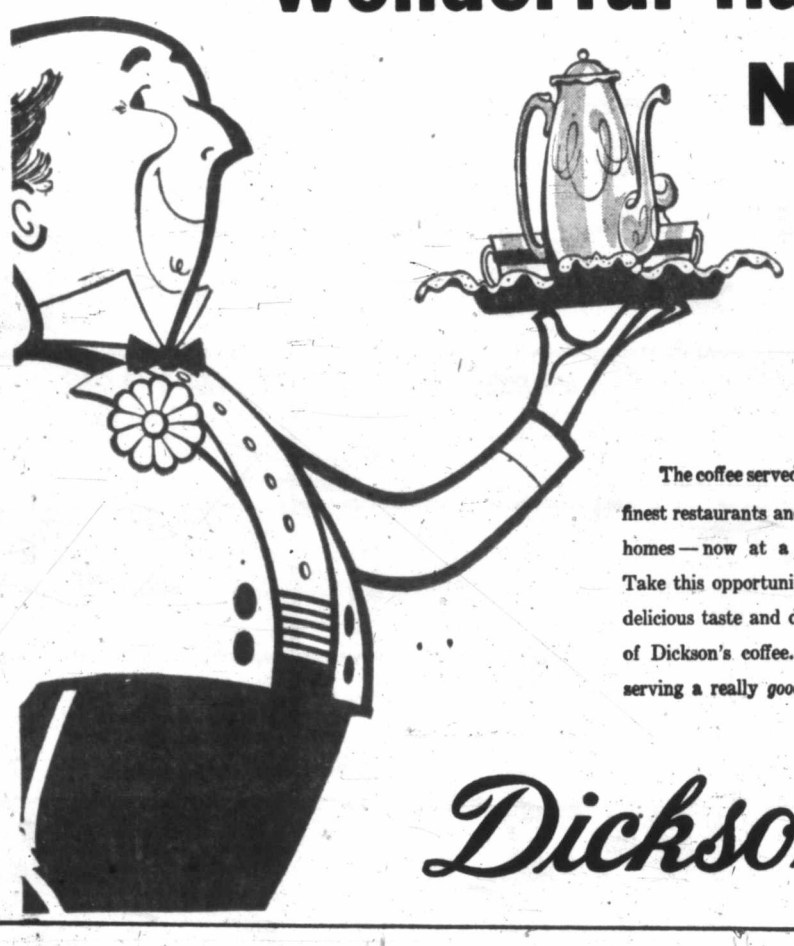
Wonderful flavor!



New low price!

And 5¢ off!

Try it now.

The coffee served in Vancouver's finest restaurants and most gracious homes — now at a special saving. Take this opportunity to enjoy the delicious taste and delightful aroma of Dickson's coffee. Take pride in serving a really *good* cup of coffee.

Dickson's COFFEE

GRACIOUS GIFTS . . . THRIFT PRICED!

FOR THE

Spring Bride

Superbly Gleaming Hollowware

Entree Dishes, Gravy Boats and Trays, Cream, Sugar and Tray Sets, Butter Dishes, Cruet Sets, Silent Butlers, Cake Plates, Trays.
Priced from ..... $2.75 to $10.00

Gleaming "Watford" Crystal

Decanters, from $8.00
Bowls, from $5.00
Cream and Sugar, from $3.50
Vases, from $3.50

Matching Stemware Available

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